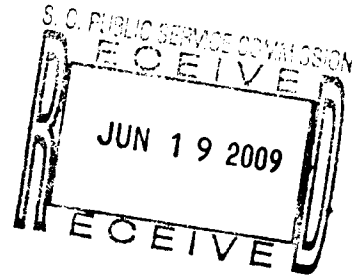


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Public Service Commission of South Carolina
Chief/Clerk Administrator
PO Drawer 11649
Columbia, South Carolina 29211



June 16, 2009

To Whom It May Concern:

This is a follow-up to my previous letter dated March 30, 2009. I received a call from Ms. April Sharp with the office of Regulatory Staff on April 22, 2009 informing me of AT&T's decision not to meet my request for settlement of the issue described in my previous letter.

I still feel very strongly that as a consumer, I should be treated with integrity and commitments that were made by a representative of AT&T should be honored. AT&T admits this was their mistake, but refuses to honor their commitment.

I hereby sincerely request a hearing before the Public Service Commission to state my case concerning this issue.

Sincerely,

Steve Armfield

Enclosure: Original complaint letter

TRACED

FILED
DOCKET # 2009-255-C



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Public Service Commission of South Carolina
101 Executive Center Drive, Suite 100
Columbia, South Carolina 29210

March 30, 2009

To Whom It May Concern:

My name is Steve Armfield and I own two businesses in Newberry, South Carolina. Sun Printing, which was started about 1929 by my grandfather and taken over by my dad in 1946 and by myself in 1985; and Planning Our Day, which is a subsidiary wedding stationary business that I opened two years ago. Both of these companies have been loyal and faithful customers of Bell South and AT&T for their entire existence.

On or about August 25, 2008, I received a phone call from Stephen Hudson, who identified himself as a representative of AT&T. He called to inform me that it was time to renew my discounted long distance rates package that I had agreed to in the past. After discussion and agreement to this matter, he told me about a new package that he thought I would be interested in. Because of the purchase of Bell South by AT&T in the past year, the rate structure had changed making it possible to add another line while also saving on my current monthly rate. Sounding too good to be true, I questioned Mr. Hudson about these rates. After a lengthy conversation of him assuring me these were the correct rates, he faxed a copy of the proposal to me showing my current rate and the proposed new rate. (see enclosed copy) After discussing this with my business partner, we decided this would be a great opportunity for us to further distinguish clients of our new wedding business. I was told that it would not be a problem for this new line to be listed in the new wedding business' name. This would not only give the new company a separate listing, but would also allow us to answer that new line as "Planning Our Day" and not as "Sun Printing Company". Mr. Hudson agreed that it would be no problem to set this new line up that way and from there my plan was upgraded. I immediately began marketing my newer company with its new number, including giving that number out at one of the largest bridal shows in South Carolina on January 11, 2009. Planning Our Day has already become a very well known company and it has been a joy to know when that line rings that it could be another potential customer.

(page 1)



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I was completely satisfied with my decision until the phone bill arrived. The first bill following my upgrade was substantially higher than the price that was quoted, but I assumed that this could be explained by looking at how they prorated the two plans. After calling about the bill, I was informed that AT&T had changed its billing cycles from "after the month" to "prior to the month." I took them at their word and felt sure that the next month I would be billed at the promised rate. The next monthly bill came and again it was considerably higher than I was told. Again I called AT&T to get someone to explain why my rates were not as promised. I spent numerous hours on the phone and was assured by numerous employees that they would investigate and return my call. I also called Mr. Hudson and was not able to reach him or leave any messages on his phone. I was finally told by an AT&T employee that Mr. Hudson had included my yellow page advertising rates in the rates for my prior year, and did not include the rates in the new quote. Never did I even begin to think that this situation had anything to do with the "yellow pages". I was discussing my phone service only. I was also told that Mr. Hudson probably did not have access to the figures that he needed to make those kind of quotes as he promised. After going around and around trying to get a resolution of this matter, I was finally given the number of Pamela Lackey, President of AT&T in South Carolina. At this time I felt hopeful that I could begin to get some resolution. After much discussion of this issue and voicing my frustration to Ms. Lackey about the lack of commitment to customer service from numbers of AT&T employees, I felt secure that this situation would soon be over. After several days and more promises of employees calling me, Ms. Lackey called to inform me that this matter appeared to have been resolved. She also told me that at my request someone would contact me the next day to go over my phone bill item by item, so that I would know that everything was taken care of and that I could finally pay the bill that I owed. I did not receive that call the next day and again I had to call to find out the information that I requested. Early in the conversation, I sensed that this situation had not been resolved as I had been told. At this time, I informed the representative that I would call Ms. Lackey again and have her resolve this issue. Upon talking to Ms. Lackey, I was told that AT&T could not honor this contract because the "Phone Company" did not have control over the discounting or crediting of "Yellow Pages" funds. While I appreciate the fact that Mr. Hudson has been reprimanded and counseled for his mistake, I do not think it is fair for AT&T to expect my companies to shoulder the burden of his mistake. I was taught in the business world that in order to earn respect and gain success, that I have to honor my commitments to my clients and to treat them with respect. I have lived my entire life in a small town where a person's word is their reputation. I know how important it is to earn the respect of my clients and peers in order to keep my business alive and growing. Ms. Lackey told me that even though they would not reduce my

(page 2)



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bill to the amount guaranteed to me, she offered me \$100 for my time and trouble (an insult considering the dollar amount in question was \$143 per month), and they would allow me to cancel my service if I was unhappy with the resolution. Unfortunately, that is not an option for my companies. I find it shocking that a monopoly like AT&T would offer an excellent customer of 80 years the option to either disconnect service, or accept whatever outrageous terms they are offered. We need phone service, and we have marketed these phone numbers to our current and potential customers.

Although AT&T the phone service provider and AT&T the advertising provider are so closely related they send one bill for both companies' services, they opt to hide behind the defense of being two separate companies when it best serves their interest. I feel that this is misleading and unfair to their customers. I also feel that it is unfair for them to expect their customers to suffer the expense for their mistakes. I entered into an agreement with AT&T for phone service. I want to honor my agreement, and I expect them to do the same.

Throughout this process, I have continued to pay monthly what I feel is fair compensation until this matter has been resolved.

Any assistance that you could provide me in this matter would be greatly appreciated.

Continuing to believe in responsible business,

Steve Armfield

(page 3)



Stephen Hudson
AT&T Solutions Provider
Phone 256-237-4530 ext. 109
Fax 256-237-4817
sh2782@att.net

SUN PRINTING COMPANY OF NEWBERRY, INC.

Current Financial Analysis

Item	Recurring
<ul style="list-style-type: none">• 2 Local Lines• 2 Unlimited Long Distance	
Total Charges	\$326.21

***includes taxes, fees, and surcharges

Proposed Financial Analysis

Item	Recurring
<ul style="list-style-type: none">• 3 Local Lines• Unlimited Long Distance	
Total Charges	\$185.75

*** does not includes taxes, fees, and surcharges

The above proposal includes your 25% discount, unlimited long distance, along with an additional line. You will also receive a one-time \$100 bill credit. If you have any questions, please feel free to give me a call at 256-237-4530 or via email at sh2782@att.net. If no questions please fax signed documents to 256-237-4817. And, thanks for being an AT&T customer.

Printed Name _____

Signature _____